



Retail MarketPlace Profile

Kimball County, NE
 Kimball County, NE (31105)
 Geography: County

Prepared by Esri

Summary Demographics						
2018 Population						3,719
2018 Households						1,633
2018 Median Disposable Income						\$38,266
2018 Per Capita Income						\$25,853
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-	\$53,417,871	\$37,534,911	\$15,882,960	17.5	39
Total Retail Trade	44-45	\$49,112,769	\$36,883,311	\$12,229,458	14.2	35
Total Food & Drink	722	\$4,305,102	\$651,600	\$3,653,502	73.7	4
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$11,279,600	\$10,378,657	\$900,943	4.2	7
Automobile Dealers	4411	\$9,504,341	\$8,105,240	\$1,399,101	7.9	2
Other Motor Vehicle Dealers	4412	\$852,546	\$0	\$852,546	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$922,713	\$2,273,417	-\$1,350,704	-42.3	5
Furniture & Home Furnishings Stores	442	\$1,092,353	\$0	\$1,092,353	100.0	0
Furniture Stores	4421	\$811,707	\$0	\$811,707	100.0	0
Home Furnishings Stores	4422	\$280,646	\$0	\$280,646	100.0	0
Electronics & Appliance Stores	443	\$1,627,079	\$192,556	\$1,434,523	78.8	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$3,718,258	\$1,987,524	\$1,730,734	30.3	5
Bldg Material & Supplies Dealers	4441	\$3,317,672	\$1,427,993	\$1,889,679	39.8	4
Lawn & Garden Equip & Supply Stores	4442	\$400,586	\$559,531	-\$158,945	-16.6	1
Food & Beverage Stores	445	\$8,855,798	\$13,576,219	-\$4,720,421	-21.0	5
Grocery Stores	4451	\$7,976,367	\$12,221,424	-\$4,245,057	-21.0	3
Specialty Food Stores	4452	\$442,465	\$0	\$442,465	100.0	0
Beer, Wine & Liquor Stores	4453	\$436,966	\$1,354,795	-\$917,829	-51.2	2
Health & Personal Care Stores	446,4461	\$3,146,962	\$2,326,793	\$820,169	15.0	1
Gasoline Stations	447,4471	\$5,648,567	\$3,177,201	\$2,471,366	28.0	2
Clothing & Clothing Accessories Stores	448	\$1,462,040	\$502,916	\$959,124	48.8	2
Clothing Stores	4481	\$981,971	\$202,690	\$779,281	65.8	1
Shoe Stores	4482	\$198,087	\$0	\$198,087	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$281,982	\$300,226	-\$18,244	-3.1	1
Sporting Goods, Hobby, Book & Music Stores	451	\$1,677,513	\$103,770	\$1,573,743	88.3	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,520,588	\$103,770	\$1,416,818	87.2	1
Book, Periodical & Music Stores	4512	\$156,925	\$0	\$156,925	100.0	0
General Merchandise Stores	452	\$7,311,429	\$2,839,158	\$4,472,271	44.1	3
Department Stores Excluding Leased Depts.	4521	\$5,901,816	\$1,957,016	\$3,944,800	50.2	2
Other General Merchandise Stores	4529	\$1,409,613	\$882,142	\$527,471	23.0	1
Miscellaneous Store Retailers	453	\$2,676,923	\$1,798,517	\$878,406	19.6	8
Florists	4531	\$80,289	\$201,366	-\$121,077	-43.0	2
Office Supplies, Stationery & Gift Stores	4532	\$539,374	\$0	\$539,374	100.0	0
Used Merchandise Stores	4533	\$214,534	\$740,360	-\$525,826	-55.1	4
Other Miscellaneous Store Retailers	4539	\$1,842,726	\$856,791	\$985,935	36.5	2
Nonstore Retailers	454	\$616,247	\$0	\$616,247	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$408,726	\$0	\$408,726	100.0	0
Vending Machine Operators	4542	\$18,149	\$0	\$18,149	100.0	0
Direct Selling Establishments	4543	\$189,372	\$0	\$189,372	100.0	0
Food Services & Drinking Places	722	\$4,305,102	\$651,600	\$3,653,502	73.7	4
Special Food Services	7223	\$129,745	\$0	\$129,745	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$367,341	\$0	\$367,341	100.0	0
Restaurants/Other Eating Places	7225	\$3,808,016	\$651,600	\$3,156,416	70.8	4

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

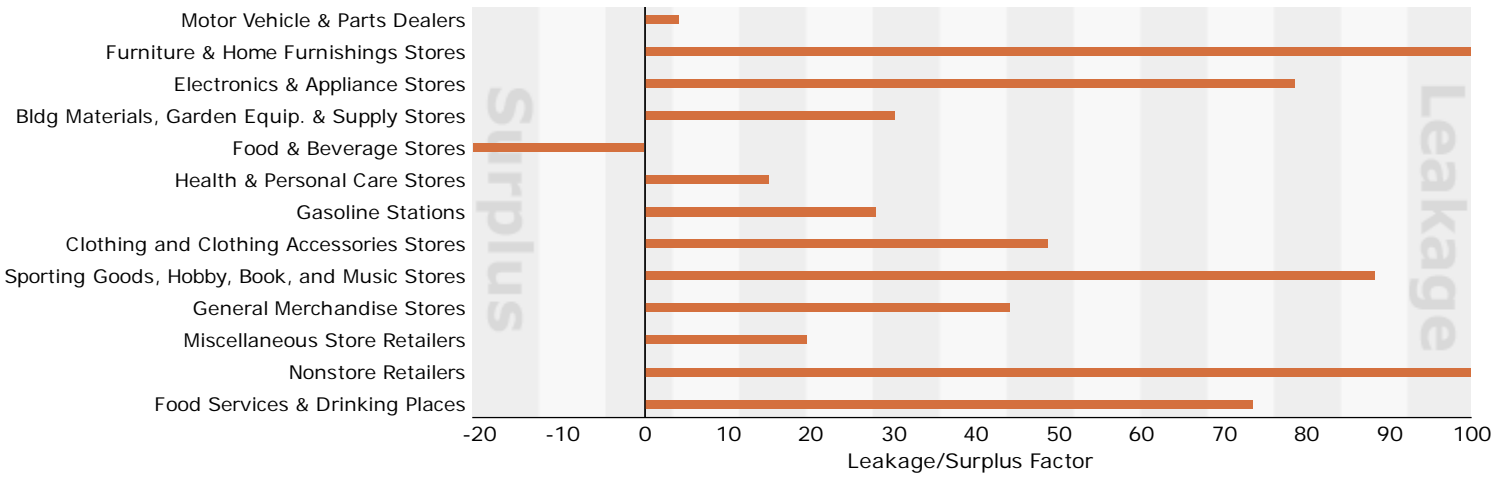
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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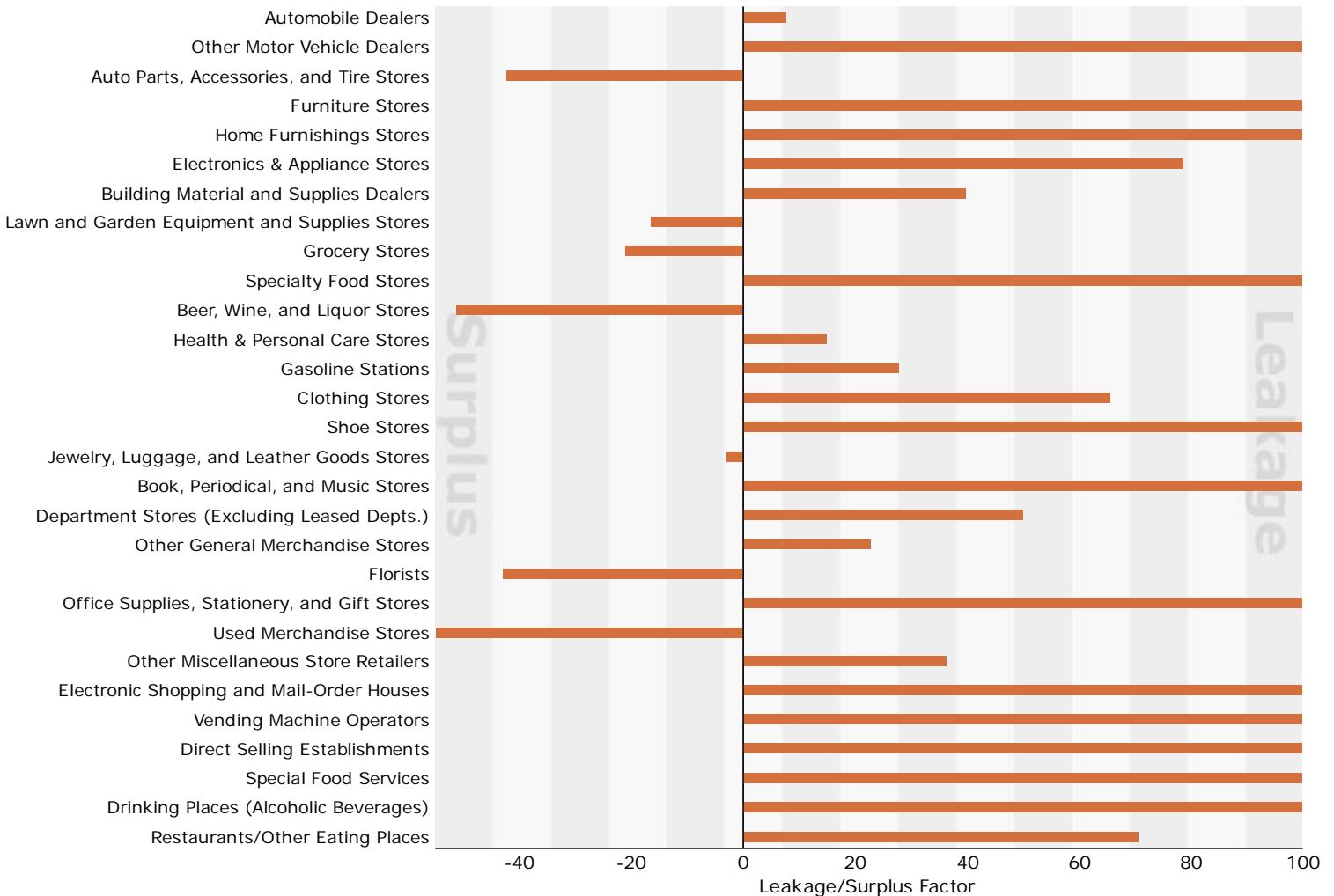
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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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